Research of practice of Ideological and political education in Colleges and Universities under Internet +

Luo Rongfu

Guangzhou College of Technology and Business, Guangdong, Guangzhou, 510800

Keywords: teaching practice; universities; ideological and political education; "Internet +"

Abstract: "Internet +" is to connect other industries and Internet application networks. It is a new Internet development state. The integration of modern technology and traditional industries can promote its better development and provide more opportunities. Many industries have renewed their vigor and vitality under the background of "Internet". In the education industry, "Internet +" has also been widely applied. The main purpose is to explore the practice path of Ideological and political education in Colleges and Universities Based on the "Internet +" environment, and to enhance the overall teaching effect.

1.   Introduction

Under the background of Internet + ideological and political education, we should raise awareness, innovate educational ideas, integrate online and offline educational resources of Ideological and political theory courses, give full play to the advantages of Internet education, and strive to explore ways and methods of practical teaching in Ideological and political theory courses in Colleges and universities. In practice teaching, we should constantly enhance the effectiveness and attractiveness of the ideological and political education curriculum, guide students to become active responders to the study of Marxist theory and actively practitioners of socialist core values, provide advanced and feasible educational ideas, ways and methods for the practical teaching reform of Ideological and political courses, and constantly improve the teaching quality of ideological and political theory courses in Colleges and universities.

2.   "Internet +" and its basic characteristics

2.1.   Internal Significance

"Internet +" can span the boundaries of industries, take the Internet as the core, and integrate information, industry and networking to achieve a comprehensive integration with communication, education and business. Innovation is undoubtedly the most critical. The real value and significance of '+'can only be more meaningful if it is based on the innovation pursued in the current society. However, it does not mean that it is a simple addition. It is through the application of new technologies and theories, taking the Internet as the carrier, to create a brand-new ecosystem that allows people to respect human nature, and to innovate and integrate with traditional industries[1].

2.2.   Basic feature

2.2.1.   Reshaping the structure.

The Internet improves the operational efficiency of the society and reduces the operational cost. At present, people in society can buy tickets on the Internet when they travel, but it takes a lot of time before they can get tickets in a long queue, so it is faster and more convenient, time-saving and labor-saving. After the restructuring of the Internet, great changes have taken place in transportation, ecology, education and economy.

2.2.2.   Cross-border integration.

"+" is a symbol of the new era, a kind of change and integration, as well as the power of tolerance and the pursuit of courage. Integration enables people to control energy out of society and to eliminate the fittest. It is undoubtedly a great pleasure for the whole society to assume that the

Internet can achieve the effective integration of traditional industries.

2.2.3. Respect for human nature.

The desire for success, the vision for the future, and the curiosity for new things are all areas of human nature. Whatever the reason for human nature, human nature should be respected by society and people based on moral bottom line and correct value concept, and so should everyone. The Internet is not cold, although it exists in the virtual world, all the new ecology and new formats born because of people's needs are more conducive to people's convenience in dealing with things. The power of "Internet +" comes from reverence for users, respect for human nature, and even importance to people's creativity.

2.2.4. Connect everything.

Only by grasping and linking closely can we really realize the understanding of "Internet +". Whether it is innovation driven, or industry cross boundary and network convergence, it is necessary to achieve connection, only to achieve communication and interaction, we need to rely on it to achieve the "Internet +" operation mode, existing form and communication mode. Dialogue, responsibility and trust, as well as finance, business and education, need to be linked. The depth and breadth of connections are directly affected by its level and quality. If we want to make Internet + development like a duck to water, we need to achieve the best connection[2].

3. Impacts of Internet on Human Psychology and Behavior

3.1. The Internet is full of various ideologies, which make people lose their world outlook, outlook on life and even the direction of values

There is a certain distance between the mainstream ideologies of different countries because of the differences in social system, historical process and economic development level. The emergence of the Internet has broken through the shackles of regional closure in the past, and has formed a realistic "global village" in the world. In this village, the impact, collision and struggle between these different ideologies are inevitable, and the mainstream ideology has also encountered new challenges. Within the scope of our country, the values, money worship, hedonism and other trends of thought in western developed countries have also impacted people's world outlook, outlook on life and values along with the rapid development of the Internet, which needs to arouse sufficient warning.

3.2. The existence of cultural conflict makes people's psychology in a state of perplexity

Globalization of information has brought about cultural and moral conflicts. In the past, the exchange of unique cultural forms of all nationalities in the world was restricted by geographical conditions, and the breadth and depth of exchange were relatively limited. The unimpeded world information channels, the potential of cultural exchanges is breaking through. As an imported product, the Internet itself is permeated with foreign cultures which are quite different from our own nation. The focus is on the language and literary level. It is the collision and integration of multi-cultures that make people confused and lose their motivation in front of the manifested pluralistic values and outlooks on life force and direction.

3.3. People's health, body and mind are infringed by the flood of bad information

The Internet, as a gathering place of information, is like a kaleidoscope full of all kinds of information. Some people unconsciously come into contact with bad information, others deliberately seek it out of impulse. For example, superstition, reaction, yellow and violent information make people confront dazzling kinds without high discrimination and binding force. Temptation, psychological suffer a greater test and impact.

3.4. The virtuality and concealment of the Internet itself bring pleasure to people, and at the same time, it is easy to breed indulgence in the Internet and even cyber crime

The constantly updated information and new things in the Internet space make many people's eyes bright and deeply attracted, causing excessive Internet access to form what we often call "internet addiction" and "internet addiction". This is a pathological reflection attributed to the long-term addiction to the internet. This has serious harm to people's health, body and mind, and even leads to psychological abnormality, which is no less serious than alcoholism and drug abuse. The virtuality and concealment of the network make people get rid of the restriction of reality completely in the network world, fully embody people's subjective consciousness, and leave hidden dangers for the occurrence of network fraud and theft[3].

4. Opportunities and Challenges of Internet for Ideological and Political Education in Colleges and Universities

4.1. Opportunities of Internet for Ideological and Political Education in Colleges and Universities

With the progress of information technology, the Internet has brought unprecedented opportunities for ideological and political education in Colleges and universities, and created more favorable educational conditions. At the same time, the ideological and political education in Colleges and universities is facing a new round of more severe tests and challenges. In the Internet era, ideological and political education in Colleges and universities is more flexible and flexible, breaking through the constraints of time and space on Ideological and political education, which can be reflected in the fact that ideological and political education can rely on the Internet platform, rely on the popularization of computer use and the extension of information technology, accelerate the timeliness of information, enrich ideological and political education resources, and bring them to college students. It provides a wider and more open field of study, so that students can continuously access the latest information resources in the vast information tide. College students are more subjectively and actively accepting more and more permeable, attractive and infectious knowledge and concepts. The introduction of Internet teaching also provides an effective way to reduce the overall cost of education, further popularize education and achieve comprehensive improvement of social benefits.

4.2. Challenges of Internet to Ideological and Political Education in Colleges and Universities

Internet is a "double-edged sword". While releasing its charm brought by high technology to people, it brings new subjects and challenges to ideological and political education in Colleges and universities. In the Internet era, information channels are becoming more and more widespread, the circulation, timeliness and availability of information are greatly enhanced, and the falsity and negativity of information are becoming more and more obvious, which makes some of the college students feel confused and unable to identify information effectively, and triggers the students who are in the critical period of forming their outlook on life, world outlook and values to face their ideological consciousness. The diversification orientation of the form does not know where to go. Even if a more correct ideology has been formed in the past, it may deviate and lead to abnormal development. Because of the virtuality and concealment of the network, driven by curiosity, some college students lack the ability of self-control. They regard the network as a vacuum to escape from reality and anesthetize their own ideology. Over time, they are free from the real society, avoid interpersonal communication, self-enclosed inner world, and even lead to the loss and vacancy of social responsibility, moral consciousness and legal consciousness. It makes it difficult to carry out ideological and political education in Colleges and universities[4].

5. Ideological and political education in Colleges and Universities Based on the practice path under the background of "Internet +"

5.1. Create a healthy environment of "Internet + ideological and political education"

At present, the ideological and political education in society and schools is disjointed in organization and unbalanced in resource allocation, so it has a great impact on the effect of Ideological and political education in schools. In order to eradicate the disadvantages, the whole society should work together to pave the way for the healthy development of students. We should speed up the construction of network infrastructure and increase investment. In a relatively short period of time, we should strive to achieve full coverage of wireless networks, especially in museums, exhibition halls, grass-roots units and communities. In addition, we need to use network information technology to promote the integration of Ideological and political education in the overall national political and cultural resources system, for planning, management and strengthening construction.

5.2. Enhancing the Leadership of Ideological and Political Education

Educators in Ideological and political education, students can recognize and accept the education content and goal value created by them, willing to consciously improve the ideological and political quality, participate in relevant activities, is the so-called value identity. It includes two main bodies: college students and educators. It is the basis of improving the quality of Ideological and political education of College students. Fundamentally speaking, the choice of its objectives and contents should serve ideology, which is a clear social practice. Through educational activities to help students solve outstanding problems that restrict their development, as well as to adapt to the knowledge system and values of the mainstream ideology, through the criticism of the quality of Ideological and political education, positive educational effects can be obtained. In the Internet era, the interests are diverse, the environment is complex, and the values are diverse. In such a social ecological environment, ideological and political education can not avoid lofty and generalized standards. It is necessary to further strengthen and consolidate the guiding position of Marxism, especially in the ideological and cultural fields of the current society, where various conflicting and blending ideological and political cultures emerge one after another. The adherence of ideology is to strengthen the spiritual armed forces, keep silent on key issues, and make clear the principle of right and wrong. In order to enhance the leading role of Ideological and political education, it is necessary to realize the combination and symbiosis of social and personal ideals, strengthen the education of ideals and beliefs, use images and knowledge, and highlight the education of socialist core values, influence real life, help college students enter their minds and cover virtual life. Through popular and networked forms and languages, the theme of patriotism and collectivism is strengthened[5].

5.3. Actively rely on the Internet to carry out ideological and political education in Colleges and universities, effectively guide college students to avoid the impact of various negative ideologies and various wrong ideological trends

We should further enrich the forms of Ideological and political education, make full use of audio-visual forms to transmit and exchange ideological and political information, such as the setting of excellent ideological and political education courses, the two-way teaching methods, break the traditional indoctrination teaching methods, and expand into interactive and discussion teaching, so as to enhance the interest of the courses and the effectiveness of teaching results. It can also actively develop a series of Ideological and political education software in Colleges and universities, set up some related websites, and integrate into the hot social issues and focus issues to achieve the purpose of teaching and enjoying.

5.4. Improving the Comprehensive Quality of Ideological and Political Education Team in Colleges and Universities

The so-called teaching fish is better than teaching fish. In the Internet era, it also puts forward higher requirements for our teachers. Ideological and political educators themselves should deeply grasp the scientific nature of theory, the correctness of political direction, actively use the new thing of Internet teaching, cultivate their innovative consciousness, and constantly explore and break through in the teaching process. And with the help of relevant learning and training to improve their ability to control network science and technology, in teaching for my use.

5.5. On the premise of strengthening the construction of network-related laws and regulations, we should guide college students to correctly identify bad information and improve their self-restraint ability

Strengthen the legal education and network ethics education of college students so as to enable them to consciously follow the network morality, search and absorb the contents and knowledge of truth, goodness and beauty in the network, eliminate and avoid the information of yellow, superstition and reaction and violence, and give correct communication and guidance in psychology, so as to reduce and reduce students' right to the network morality as far as possible. The excessive dependence and indulgence of the network can prevent students from suffering physical and mental health hazards[6].

5.6. Opening up a New Idea of Ideological and Political Theory Course Teaching with Internet Thinking

Network life has become an important way of life for college students, which brings great challenges to the ideological and political education and teaching in Colleges and universities. It directly affects the way of life and thinking of College students, thus affecting their world outlook, outlook on life and values, and also makes the ideological and political education in Colleges and universities face enormous challenges. However, the openness, convenience and vividness of the Internet also create great opportunities for the ideological and political theory teaching in Colleges and universities. Only under the Internet thinking, practice teaching is regarded as an important supplement and vivid classroom of Ideological and political theory class, making full use of the openness and vividness of the internet, actively starting from the interests of students, realizing the acquisition of resources to a greater extent, strengthening the interaction between teachers and students and increasing the effect of practice, so as to make the Internet a strong force to stimulate the positive energy of Ideological and political education. Practice position, constantly promote the reform of Ideological and political theory course practice teaching, and further enhance the effectiveness of Ideological and political theory course[7].

5.7. Integrating Resources and Constructing a New Practical Teaching Mechanism of Ideological and Political Theory Course in Universities

From the perspective of internet, we should break the separate work system and curriculum system, fully integrate and bring into play the advantages of resources and talents around the general goal of Ideological and political education in Colleges and universities, construct the management mechanism of comprehensive education of people in the Party, League, Learning, Marxist College, teaching authorities and network development management departments, and constantly promote the organization of practical teaching of Ideological and political theory courses. Institution construction, curriculum system construction, all-round sharing of Ideological and political education resources and network platform, giving full play to the main position, main platform and main channel of Weixin, Weibo and Youth League website, so as to carry out all-media education interaction[8].

5.8. Innovative teaching methods and means

Strengthen the application of flip classroom, virtual practice and other teaching methods in the

practical teaching of Ideological and political theory course, realize online and offline communication and interaction, pay attention to the internalization of knowledge, and further stimulate the subjective initiative of College students. By creating college students' online chat rooms, online forums and online blogs, we can occupy the new position of network ideological and political education, make classroom teaching and practical teaching organic combination and complement each other, and jointly become an effective carrier to promote socialist core values, strengthen and improve ideological and political theory courses, so as to make practical teaching more vivid and attractive. Through the development of in-depth interactive network practice teaching, it is also conducive to the cultivation of students' teamwork ability and innovation ability.

6. Conclusion

Practical teaching of Ideological and political theory course in Colleges and universities is an important way to carry out ideological and political education for college students, an extension and supplement of classroom teaching of Ideological and political theory course, and plays a vital role in cultivating morality and cultivating people. Under the background of "Internet +" becoming the new normal of social development, the practice teaching of Ideological and political theory course must also develop new platform and carrier, further enhance the effectiveness and sense of the times of Ideological and political education in Colleges and universities, and give full play to the guiding role of Ideological and political theory courses.

References

[1] Pan Hui. Analysis of Ideological and Political Education of College Counselors on Internet [J]. Economic and Trade Practice, 2018, (24): 272.

[2] Li Hongjia. Innovation of the teaching mode of Ideological and political education in Colleges and Universities under the new situation [J].Xuezhou, 2019, (8): 12.

[3] Shi Yao. Inheritance of Ideological and Political Education in Colleges and Universities under Tea Culture Background [J].Fujian Tea, 2019,41(3): 113-114.

[4] Zhang Miao, Zhao Yao. The path to enhance the sense of Ideological and political education in Colleges and Universities under the perspective of "Internet +". [J]. Karamay journal, 2019,9 (1): 54-58.

[5] Zhang Ruihuan. Philosophical Reflections on Ideological and Political Education in Colleges and Universities from the Perspective of Instillation Theory [J].Philosophical Progress, 2018,7(02): 13-18.

[6] Zhu Juanli. Effective strategies for ideological and political education in Colleges and Universities under the background of "Internet +" [J]. Quality education in the west, 2018,4 (21): 31-32.

[7] Li Yong. Strategies for ideological and political education in Colleges and Universities under the background of "Internet +" exploration [J]. Research and practice of innovation and entrepreneurship, 2018,1 (21): 55-56.

[8] He Youhai. A Brief Analysis of Innovation of Ideological and Political Education in Colleges and Universities under Internet Thinking Mode [J]. A Comparative Study of Cultural Innovation, 2019,3(3): 122-123.